

**Photography Services Contract Statement of Work  
Development Outreach and Communications (DOC) team  
during the period October 1, 2016 to December 31, 2017**

**Background**

The U.S. Agency for International Development in Burma (USAID/Burma) works to strengthen Burma's democratic institutions, promote and protect human rights, support inclusive economic development, and improve community health and welfare. USAID's assistance efforts leverage the unique resources of the United States, building partnerships with the Burmese and U.S. private sectors and the Burmese diaspora. Recognizing that broad public participation will determine the course of Burma's transition, USAID continues to support civil society organizations as integral partners in all that we do. USAID/ Burma is in need of effective and flexible approaches to communicating messages about development and highlighting its impact. The Development Outreach and Communications (DOC) unit, therefore, seeks the support of media and creative professionals who can help the Mission reach its key audiences with proven tactics and innovation.

This Statement of Work is in support of USAID/Burma's Mission Communications Objective, which states: Demonstrate to the people that USAID is a long-standing partner of the people of Burma, supporting their efforts towards democratic and economic reform, delivering on commitments made by the U.S. government.

In particular, the services rendered under this Statement of Work will enhance USAID Burma's efforts to project that the U.S. government, through USAID, is visibly employing innovative approaches to ensure that the benefits of democratic and economic reform are reaching the people of Burma.

**Statement of Work**

This order is for photography services to the USAID/Burma DOC unit. Contact persons for procuring this service are Saskia Funston, USAID/PDO/DOC. USAID/Burma seeks the services of a professional photographer with expertise in a wide variety of situations including non-studio field shoots. The photographer will supply photos of USAID activities suitable for publication on government websites, social media and printed marketing materials.

The work product will include edited and polished images to assist in the communication of USAID key messages and assistance interventions to target audiences in both the host nation and the United States.

## **Timeline**

USAID/Burma plans to utilize the services of a professional photographer/photographic firm for approximately 15 working days between October 2016 and December 2017.

## **Location of work**

The photographer/photographic firm will be present for meetings at the Burma office to discuss messaging, imagery, and work plans, but otherwise will work from their own offices, studio, and the field.

## **Deliverables**

The contractor is required to provide 15 days of work to document USAID assistance in the following areas: National Reconciliation; Healthy, Resilient Communities; Democracy and Rule of Law; and Economic Growth. Exact timing for each campaign will be determined by Mission priorities and availability of the contractor.

1. Photographer selected raw and edited photos (e.g. filters, cropping, color correction, effects).
2. Images posted for online review (SmugMug, Lightroom, or Contractor's website, etc.) with the ability to download both raw and edited photos in a variety of resolutions.
3. High resolution, edited and raw final digital images provided to USAID on DVD.
4. All photographs become the sole property of USAID without copyright, credit or use restrictions.
5. Photographer will be expected to obtain written or documented verbal release for all shoots.

6. Some travel will be required.

## **Engagement with USAID and Partners**

The contractor will meet with DOC team members and, as appropriate, USAID's development partners to 1) discuss the scope and logistics of photo sessions and/or field visits; 2) discuss key messages and prioritization of imagery storyboard each video; 3) provide regular updates to the DOC unit; 4) receive feedback from the DOC unit; and 5) finalize the work.

## **Qualifications**

1. The successful contractor will have at least one year of professional experience in non-studio field shoots.
2. Demonstrable experience: 1) capturing moments in natural lighting; 2) framing photos to allow room for cropping, bleeds and copy; 3) shooting in low light, including night, indoor and outdoor locations without models; 4) styling photographs of buildings and locations such as the outside of the building or the inside of the building with products, the process of manufacturing or employees working; 5) shooting in a mobile, moving environment between multiple locations with minimal set-up time for models, props and lighting.
3. Experience working with an international client.
4. Contractor website for client interface a plus.
5. Must possess a USD bank account.

## **Evaluation Criteria**

### **A) Past Performance (70%)**

1. At least one year professional experience. (10%)
2. Excellent technical skills, artistic judgment, and the ability to tell a story through visual imagery; must provide a portfolio to demonstrate ability. (18%)

3. Excellent track record of performance; must provide references. (18%)
4. Good communication skills. (10%)
5. Must possess and/or have access to the equipment and software necessary for to shoot, edit, upload for client access professional quality photos. (14%)

B) Detailed Price Proposal (30%)

All interested parties must submit a detailed price proposal along with documentation that demonstrates previous successful completion of services described in this Request for Proposal; this could include letters of recommendations, appreciation or other evidence of vendor capability from previous customers.

The USAID Contracting Officer will select the successful contractor using a Best Value approach, considering price factors and past performance. The Contracting Officer, at the Government's discretion may enter into negotiations with one or more offeror to discuss improvements in the proposal and cost deduction. Upon successful negotiation with the vendor, a purchase order will be issued, and a lump sum payment made upon acceptance of all deliverables and within 30 days of receipt of invoice.